



tag digital

# Creative Service

[tagdigital.co.uk](http://tagdigital.co.uk)



## Tag Digital Creative Service

Tag Digital has run 100,000+ paid digital event campaigns, so we know what works and what doesn't. Tag Digital Creative Service focuses on best practice in the events space. The service provides you with creatives in all the right sizes and formats – super easy and low touch for you.

### Examples of objectives:

- Visitor registrations
- Exhibitor promotion
- New data
- Book a stand
- Lead generation
- Book a demo

### What we need from you:

- Your logo/favicon
- Your website URL
- Brand guidelines *(optional)*
- Your call to action
- Up to 5 USPs  
*(each one up to 5 words)*
- 7+ Hi-resolution images  
*(if you don't have any images we can provide stock images for an additional cost)*
- Additional graphic assets  
*(sponsors logos, graphics etc.)*



## What Tag Digital will deliver:

1 creative ad set per objective selected - £695 per creative ad set.

Please note: If you are running a full campaign (exhibitor promotion, visitor promotion and an attendance campaign), we would recommend three ad set variations to best deliver on your key goals.

## What is included?

- Standard Google Banners Set  
*Covers all Google Display & Programmatic  
(300x250, 728x90, 970x250, 160x600, 336x280, 468x60, 300x600, 320x50, 320x100)*
- Set of Responsive Google Set
- Set of Social Image Ads  
*Cover all sizes across Facebook, Instagram, LinkedIn, Twitter, TikTok, Snapchat*
- Single Image
- Carousel Ad
- Story Ad

\*if you don't have any images we can provide stock images for an additional cost

\*up to 5 business days for first draft (once all assets are reviewed from client)

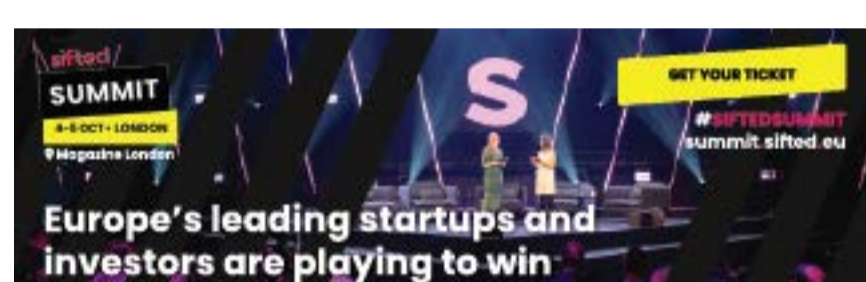
+ up to 2 free edits



Some examples of what this looks like:



300 x 250 (& 336 x 280)



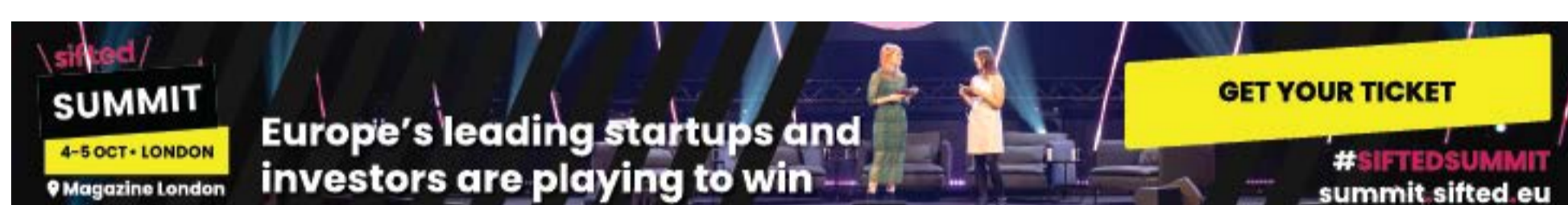
320 x 100



320 x 50



468 x 60



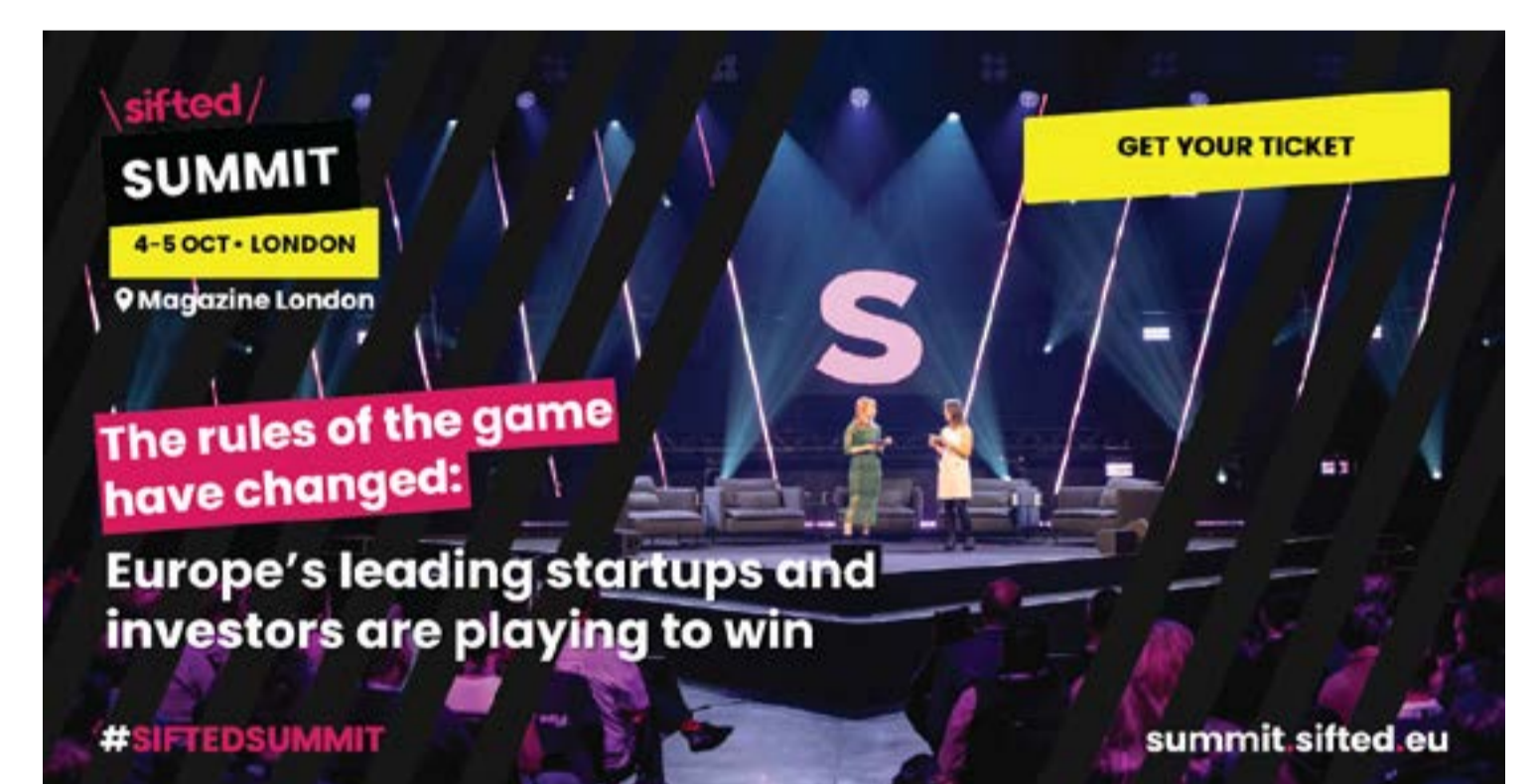
728 x 90



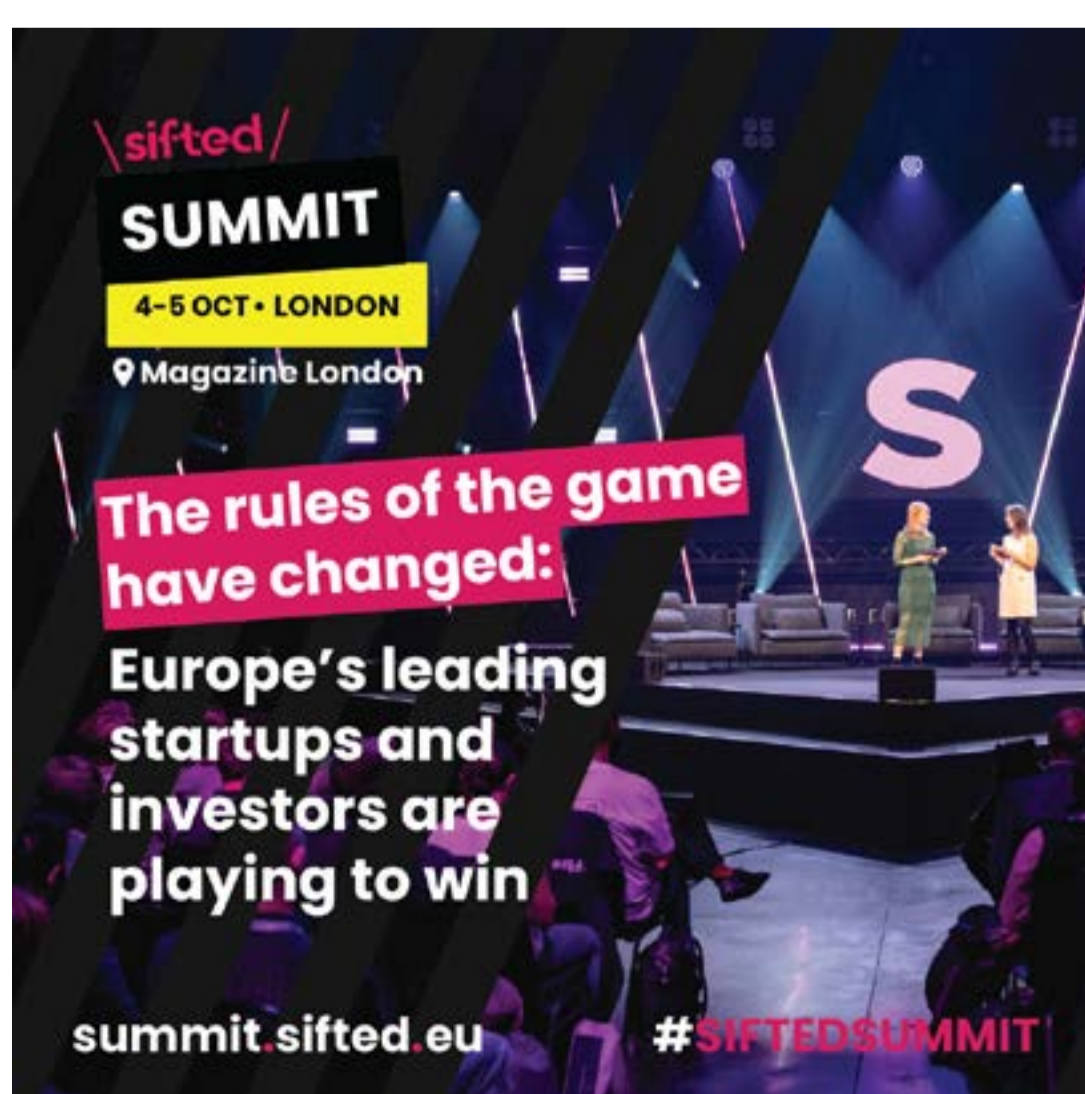
970 x 250



1080 x 1920



1200 x 628



1080 x 1080



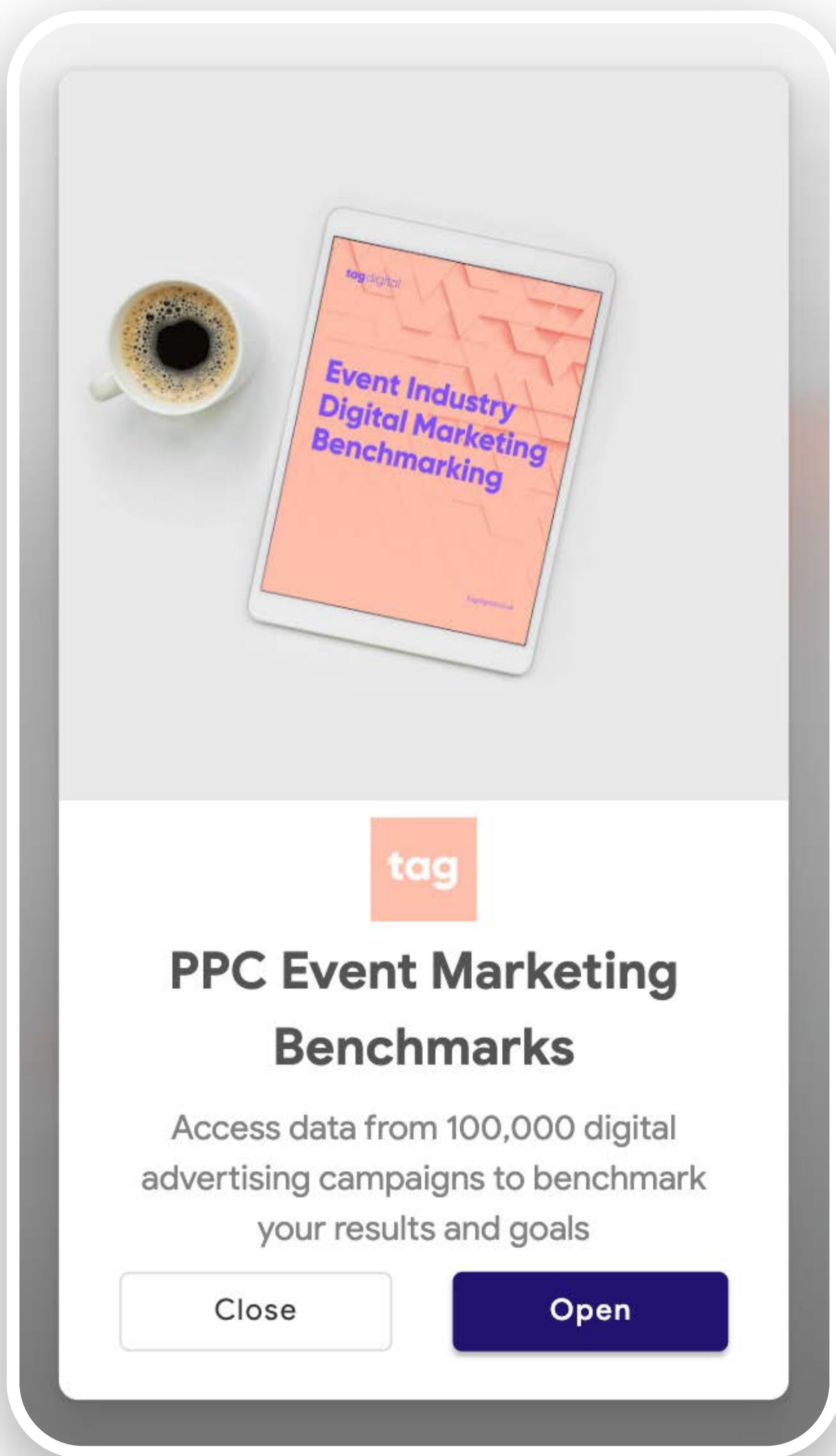
1080 x 1080



1080 x 1080



Responsive Display Ads

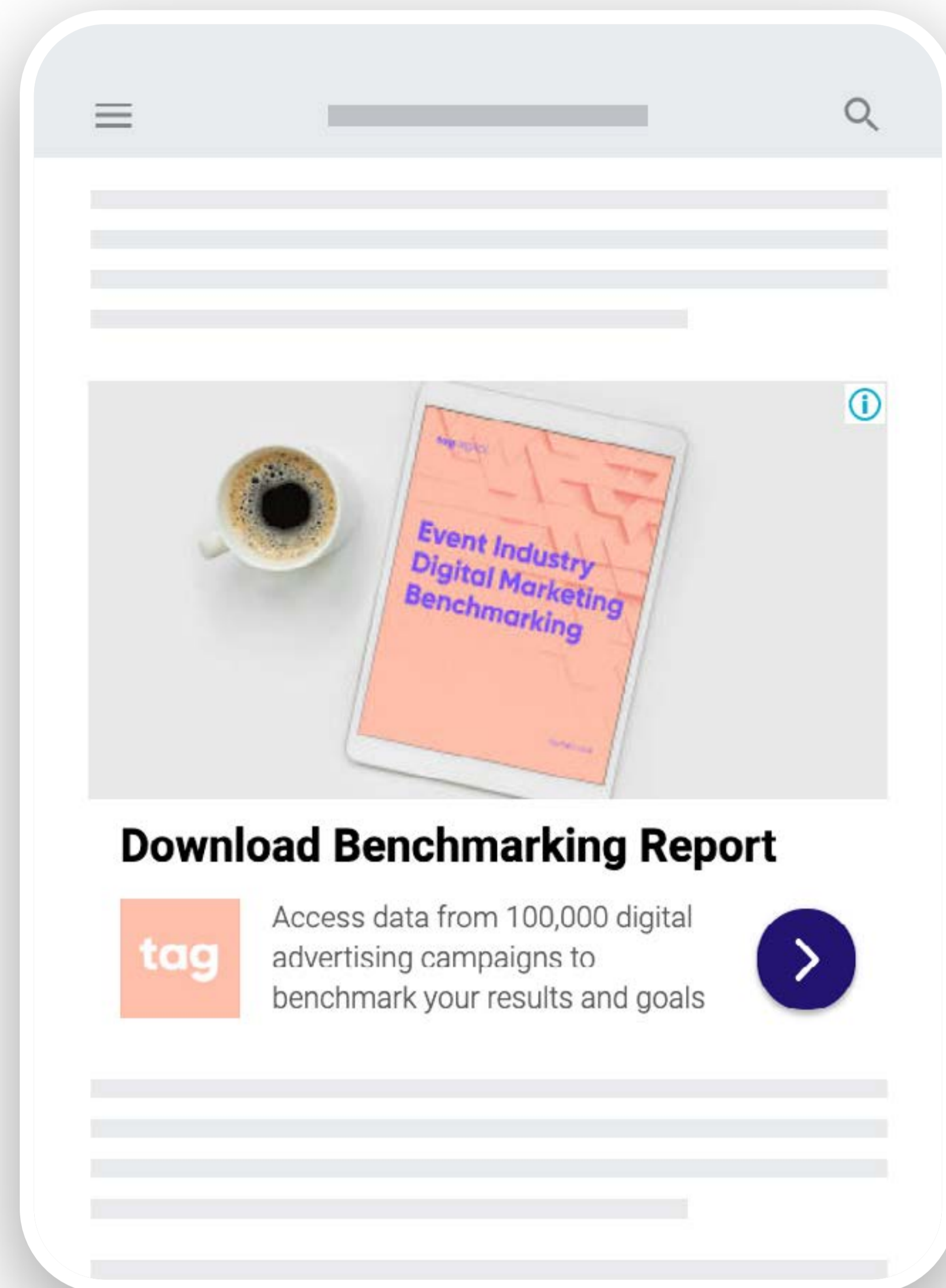


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## PPC Event Marketing Benchmarks

Access data from 100,000 digital advertising campaigns to benchmark your results and goals

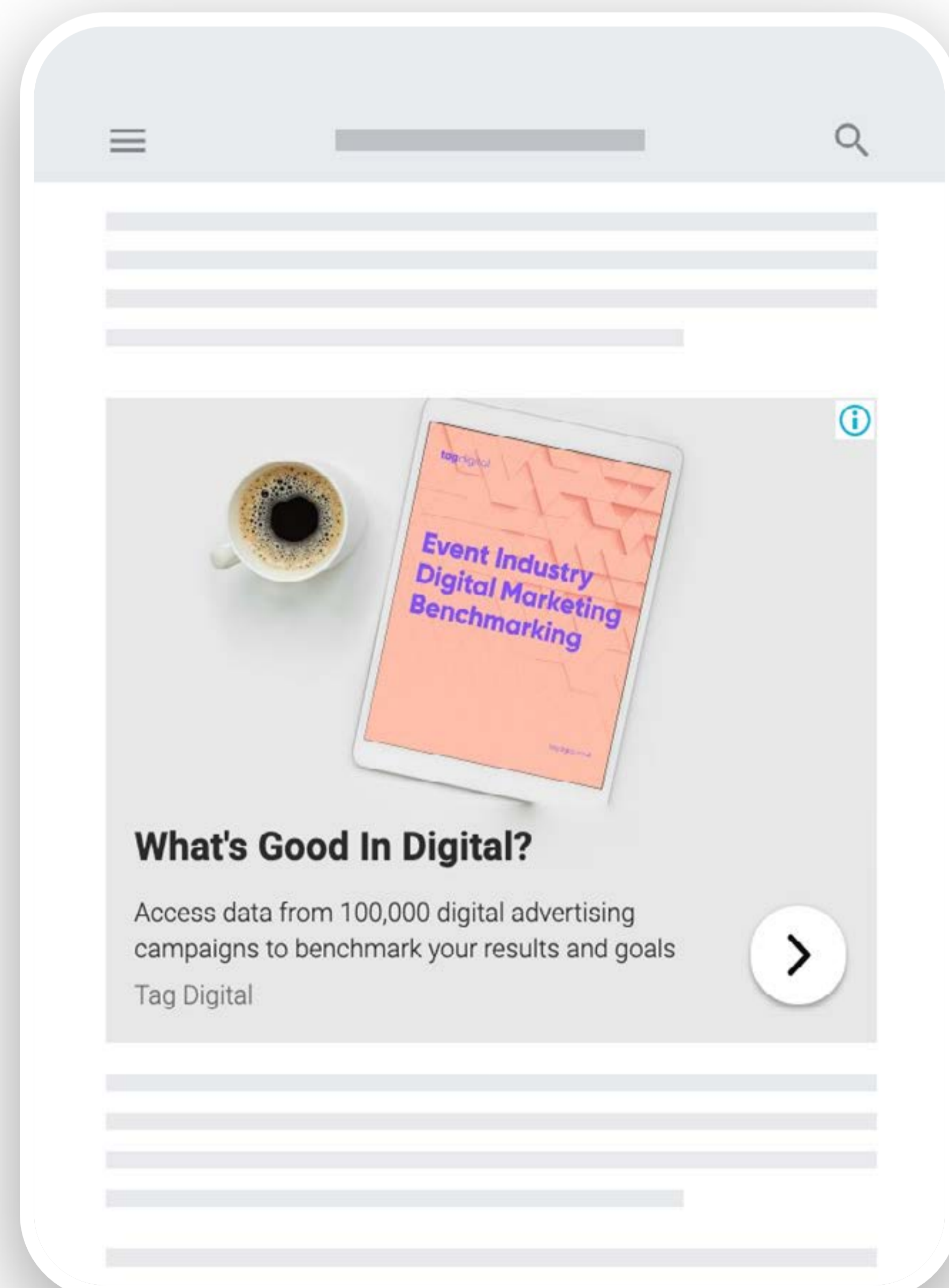
Close [Open](#)



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### Download Benchmarking Report

Access data from 100,000 digital advertising campaigns to benchmark your results and goals



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### What's Good In Digital?

Access data from 100,000 digital advertising campaigns to benchmark your results and goals

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## Responsive Social Ads

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## Generative AI Creative Service

We also offer a Generative AI Ad Creative Service that combines the power of artificial intelligence and human creativity.

Captivate your audience and create unforgettable ads that stand out.

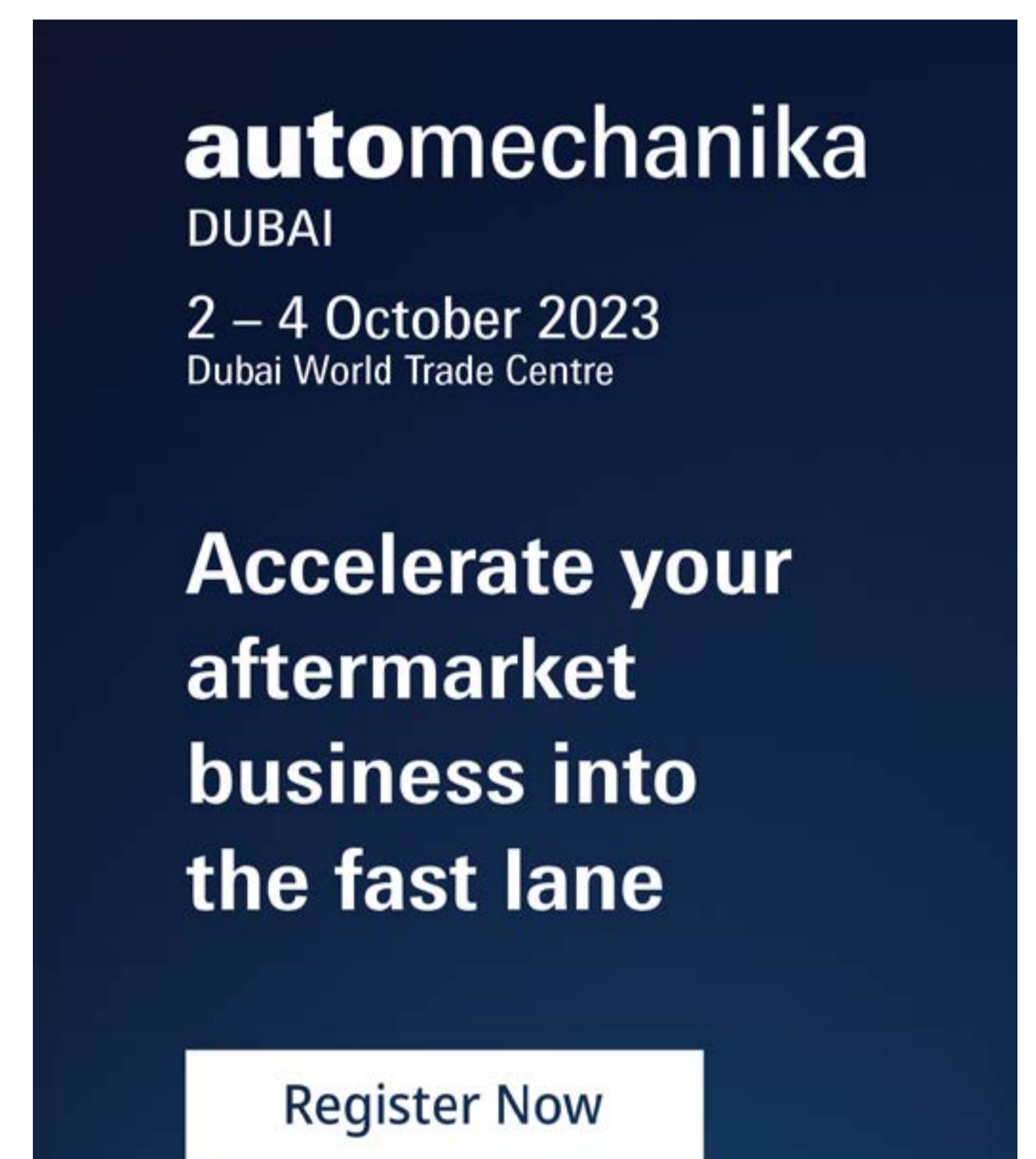
Take a look at our full Generative AI Brochure [here](#)



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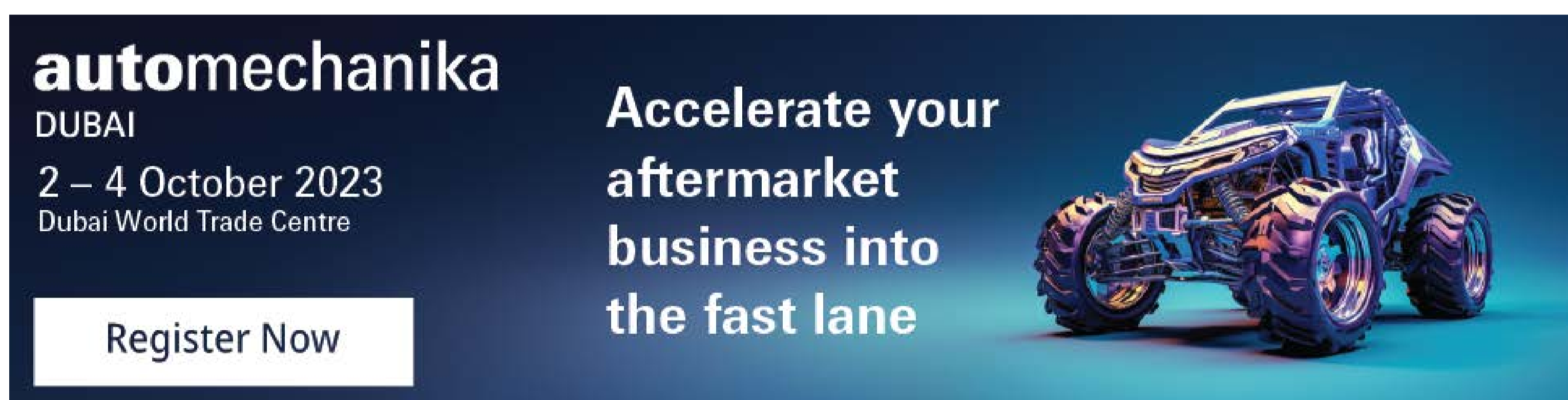
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# Ready to get started?

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